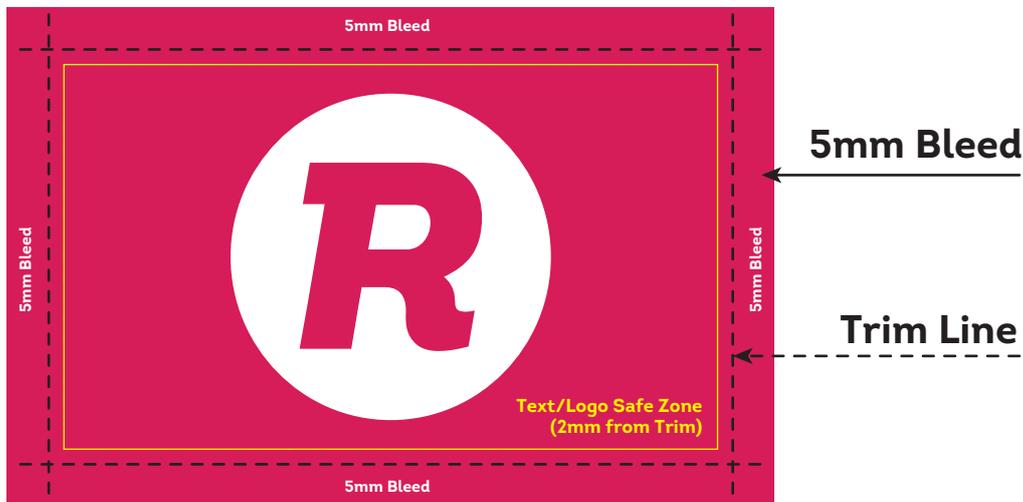


“How should I set up my artwork to place an order?”



The Need for Bleed

Why you need 'bleed'?

Keeping in mind that printers don't print to the edge of the paper, if you want a print where the images go to the edge of the paper, we need to print on a slightly larger sheet than trim off the border or the un-printed area around the edge.

With very small degrees of natural movement in the print and cutting processes, it's virtually impossible to cut the border off without leaving some of the white un-printed area or, alternatively, cutting the actual image. This is why we need 'bleed'.

Bleed consists of any part of your artwork that touches the edges of the artwork, whether it be an image, text or vector. It should ideally extend 3-5 mm beyond the edge of your required print size. Cutting into the bleed makes the trimming process easier and more effective.

The 'Safe Zone'

For the same reasons as mentioned above, you should also avoid having critical content too close to the edge of the cutting line. To make sure that something critical is not cut off, we recommend to leave at least 2mm from the trim.

Crop marks?

And don't forget crop marks. These are the short lines on each corner that indicate where the print needs to be trimmed or 'cropped' to give you the final size you need.

Like bleed, these can be added in most design software programs.

If you're having trouble with this, we here at Revolution Print are here to help. You can email or call us to chat with someone who can help you get your setup correct!

**A friendly reminder:
If it touches the edge, it needs bleed!**

